HUMPHREY
BOGART
BARBARA
STANWYCK
ALEXIS
SMITH

WARNERS present

"The TWO Mrs. CARROLLS"

WARNER BROS.

① half size glossy pos

ESSENTIAL INFORMATION . . .

This is THE STORY *(Not for Publication)*

Geofrey Carroll (Humphrey Bogart), an American artist living in England in the 1930's, is on a fishing trip in Scotland with high-spirited Sally Morton (Barbara Stanwyck). Accidentally she learns that he is already married and Geoffrey quickly explains that his wife is an invalid with whom he is no longer in love, and although they have a small daughter, Beatrice (Ann Carter), he is planning a divorce.

Carroll suspiciously buys some poison in a chemist's shop run by Horace Blagdon (Barry Bernard) who is aware of his identity. At home Geoffrey, and his clever daughter discuss her mother's illness, and Geoffrey tells Beatrice that he is sending her away to school.

Two years later, with his first wife dead, Geoffrey is married to Sally and living with her in an elaborate country-house near London. They entertain Charles Pennington (Pat O'Moore), an ex-suitor of Sally's, and two of his clients, Mrs. Latham (Isobel Elsom) and her beautiful daughter, Cecily (Alexis Smith). Cecily makes a play for Geoffrey and asks him to paint her portrait. He rudely refuses, but when he is later attracted to her, he agrees.

Blagdon begins blackmailing Geoffrey, and when Cecily who has been seeing Geoffrey secretly, asks him to go to Rio with her he agrees and prepares to send Beatrice off to school again.

Sally has become unaccountably ill and Geoffrey shows his concern by bringing her a nightly glass of milk. While helping Beatrice pack, Sally learns the exact fate of Geoffrey's first wife and that the actions leading to her death were similar to those happening to her. She realizes that Geoffrey is on the verge of insanity, and is planning to murder her, as he did his first wife.

After murdering the blackmailer, Geoffrey returns to deal with Sally. Terrified, she confronts him with her suspicions, as the evasive Geoffrey goes to get her the nightly glass of milk. Sally tries to phone Pennington, but the line is busy. The phone rings, and while Geoffrey answers it, she pours the milk he gave her, out of the window. When Geoffrey finds the spilled milk, he becomes convinced that Sally knows all, and now, a wild, rain soaked figure, he jumps through her window to strangle her, just as Pennington arrives to rescue Sally and lead the insane Geoffrey away.

RUNNING TIME: 99 mins.

Country of Origin U.S.A. Copyright 1947 Warner Bros. Pictures Distributing Corporation

This is THE CAST

Geoffrey Carroll	HUMPHREY BOGART
Sally	BARBARA STANWYCK
Cecily Latham	ALEXIS SMITH
Dr. Tuttle	Nigel Bruce
Mrs. Latham	Isobel Elsom
Charles Pennington	Pat O'Moore
Beatrice Carroll	Ann Carter
Christine	Anita Bolster
Mr. Blagdon	Barry Bernard
McGregor	Colin Campbell
First Tout	Peter Godfrey
Second Tout	Creighton Hale

This is THE PRODUCTION STAFF

Directed by Peter Godfrey. Produced by Mark Hellinger. Screen play by Thomas Job. From the stage play by Martin Vale. Music by Franz Waxman. Photographed by Peverell Marley, A.S.C. Art Director, Anton Grot. Film Editor, Frederick Richards. Sound by C. A. Riggs. Special Effects by Robert Burks, A.S.C. Set Decorations by Budd Friend. Miss Stanwyck's Gowns by Edith Head. Wardrobe by Milo Anderson. Makeup Artist, Perc Westmore. Orchestral Arrangements by Leonid Raab. Musical Director, Leo F. Forbstein. Assistant Director, Claude Archer.

OFFICIAL BILLING

WARNER BROS. 50%

Pictures, Inc. Presents 5%

HUMPHREY BOGART 100%

BARBARA STANWYCK 100%

ALEXIS SMITH 100%

in

"THE TWO MRS. CARROLLS" 100%

with

NIGEL BRUCE 15%

Directed by Peter Godfrey 25%

Screen Play by Thomas Job 3%

From the Stage Play by Martin Vale 5%

Music by Franz Waxman 3%

A Warner Bros.-First National Picture 5%

Publicity Material

New Warner Film At Strand Is Dramatic Hit

(*Prepared Review*)

"The Two Mrs. Carrolls," Warners' exciting new mystery melodrama starring Humphrey Bogart, Barbara Stanwyck and Alexis Smith, opened at the Strand Theatre last night. The film also features a fine cast of supporting players including Nigel Bruce, Isobel Elsom and Pat O'Moore. The screenplay based on the stage success of the same name has been made into a top grade film.

It is a suspense-laden story of the terrifying effects of one man's love for two women.

Geoffrey Carroll (Humphrey Bogart), an American artist living and painting in England, falls in love with Sally Morton (Barbara Stanwyck). When she accidentally discovers that he is married, he explains that his wife is an invalid and he is getting a divorce.

First Wife Dies

Some two years later, his first wife dead, Geoffrey is married to Sally and living with her in an English country house with his eight-year-old daughter Beatrice (Ann Carter). They entertain Charles Pennington (Pat O'Moore), a former suitor of Sally's and two of his clients, Mrs. Latham (Isobel Elsom) and her attractive daughter, Cecily (Alexis Smith). Cecily is attracted to Geoffrey and asks him to paint her portrait.

Geoffrey begins being blackmailed by a chemist who sold him poison, shortly before his first wife's death. Distraught with the blackmailer, Geoffrey's problems become worse, when after seeing Cecily quite often they discover that they are in love. She tells Geoffrey that she wants him to go to Rio with her, since she will not continue the clandestine relationship they have been having. Geoffrey consents and sends his daughter off to a boarding school, just as he did prior to his first wife's death.

MAT NO. 1B
Alexis Smith

Sally, ill with a strange malady, is under the incompetent care of Dr. Tuttle (Nigel Bruce), and when she helps Beatrice pack for school she finds out many lies that Geoffrey has told her about his first wife. When she realizes, with growing terror, that Geoffrey is going insane and might do anything, the pulsating excitement will have you on the edge of your seat 'til the final fadeout.

New Role For Bogart

As Geoffrey, Humphrey Bogart, playing a completely different kind of role, is excellent. Barbara Stanwyck as the second Mrs. Carroll is equally excellent, as is Alexis Smith, portraying the calm and cool Cecily. Other members of the cast including Nigel Bruce, Isobel Elsom, Pat O'Moore and Ann Carter, are all fine lending to the film's all around quality.

"The Two Mrs. Carrolls" was produced by Mark Hellinger and deftly directed by Peter Godfrey. Thomas Job wrote the screenplay which was adapted from the stage success by Martin Vale. Peverell Marley, A.S.C. was responsible for the good photographic work. Musical credits are shared by Franz Waxman, Leonid Raab, and Leo F. Forbstein who collaborated in their respective positions to produce the original music and orchestral arrangements heard throughout the picture.

Still No. 648-507
BARBARA STANWYCK AND HUMPHREY BOGART appear together for the first time in romantic leading roles in "The Two Mrs. Carrolls", Warner Bros.' suspense thriller now at the Strand Theatre. Alexis Smith shares top honors with them in the film.

MAT NO. 2F

New Warner Drama Opening At Strand Theatre Tonight

(*Opening Day Reader*)

"The Two Mrs. Carrolls," a Warner Bros.' melodrama based on the Martin Vale stage hit, is the new film scheduled to begin an engagement tonight at the Strand Theatre. Starring Humphrey Bogart, Barbara Stanwyck and Alexis Smith, the featured players include Nigel Bruce, Isobel Elsom, Pat O'Moore and Ann Carter in important roles.

Hellinger Produced

Produced by Mark Hellinger for Warners, "The Two Mrs. Carrolls" was directed by Peter Godfrey from a screenplay written by Thomas Job.

'Two Mrs. Carrolls' Makes Local Debut At Strand Friday

(*Advance Reader*)

Humphrey Bogart, Barbara Stanwyck and Alexis Smith are starred in Warners' "The Two Mrs. Carrolls," which opens at the Strand Theatre on Friday. The supporting cast includes Nigel Bruce, Isobel Elsom, Pat O'Moore and Ann Carter in important roles.

Made into a screenplay by Thomas Job, from the two-year Broadway stage success by Martin Vale, "The Two Mrs. Carrolls" was directed by Peter Godfrey and produced by Mark Hellinger.

Franz Waxman wrote the film's original music and Peverell Marley, A.S.C., was the director of photography.

Still No. Lex-911
GLAMOROUS ALEXIS SMITH appears as the "other woman" in Warner Bros.' suspense thriller, "The Two Mrs. Carrolls," in which she is co-starred with Humphrey Bogart and Barbara Stanwyck. Produced by Mark Hellinger and directed by Peter Godfrey, the film is currently at the Strand Theatre.

MAT NO. 2E

Coming To Strand

Still No. HB-372

HUMPHREY BOGART is seen in a new type of role in Warner Bros.' dramatic suspense film, "The Two Mrs. Carrolls," which makes its local debut at the Strand Theatre Friday. Barbara Stanwyck and Alexis Smith are co-starred with Bogart in the new production. In important supporting roles are Nigel Bruce, Pat O'Moore and Isobel Elsom.

MAT NO. 2G

'The Two Mrs. Carrolls' Drama Of Love, Terror

(Current Theatre Story)

Warners' "The Two Mrs. Carrolls," currently at the Strand Theatre is a dramatic mixture of love and terror, starring Humphrey Bogart, Barbara Stanwyck and Alexis Smith. The film tells the story of a man who loved with a terror that brought horror to the two women who were afraid of his consuming love.

Geoffrey Carroll (Humphrey Bogart) is an American artist working in England. While painting in Scotland, on a fortnight vacation, he meets and falls in love with Sally Morton (Barbara Stanwyck). When Sally finds out that he is married, Geoffrey hurriedly explains that his wife is an invalid and that he is planning to ask for a divorce.

First Wife Dies

Two years later, the first Mrs. Carroll dead, Geoffrey is married to Sally and residing in an English country house with her, and Beatrice (Ann Carter), an eight-year-old daughter by his first marriage. They entertain Charles Pennington (Pat O'Moore), an ex-suitor of Sally's and two of his clients, Mrs. Latham (Isobel Elsom) and her daughter, Cecily (Alexis Smith). Cecily makes a play for Geoffrey and asks him to paint her portrait. He rudely refuses, but later, as he becomes attracted to her, he consents.

Hounded By Blackmailer

After many secret meetings, Cecily and Geoffrey fall in love, but she won't allow their furtive relationship to continue and insists that Geoffrey leave with her for Rio. Distraught with the thought of losing her, and being hounded by a blackmailing chemist who sold him poison just before his wife's death, Geoffrey agrees.

Sally, unaccountably ill, under the incompetent care of Dr. Tuttle (Nigel Bruce), helps Beatrice pack for school, which Beatrice reveals was the same thing Geoffrey had her do prior to his first wife's sudden death. From her, Sally discovers several lies that Geoffrey has told her about his first wife, and suddenly she suspects that Geoffrey is going insane and is capable of anything, as the film moves on to its pulsating and suspenseful climax.

Based On Stage Hit

MAT 1A
Barbara Stanwyck

Adapted for the screen by Thomas Job, from the stage success by Martin Vale, "The Two Mrs. Carrolls" also features in other important roles a cast that includes Nigel Bruce, Isobel Elsom, Pat O'Moore and Ann Carter. The film was directed by Peter Godfrey and produced by Mark Hellinger. Peverell Marley, A.S.C. did the photography and the music was composed by Franz Waxman.

Blonde Child Actress Has Many Film 'Folks'

After interviews with hundreds of moppet actresses and tests of scores of them, the important eight-year-old-daughter in the Humphrey Bogart - Barbara Stanwyck starrer, "The Two Mrs. Carrolls," was cast by Warner Bros. in the person of blue-eyed ash-blond Ann Carter, "screen daughter" thus far to such stars as Ann Harding, Paul Muni and Veronica Lake.

Little Ann is a fourth-grade student at Carthay Center school.

MAT NO. 1C
Ann Carter

Her part in "The Two Mrs. Carrolls," the new Strand picture with Alexis Smith and Nigel Bruce also in the cast, is a key role to the picture's development and called for a great display of acting talent. Ann was expected, as usual, to "come through."

Carroll's Child

She plays Humphrey Bogart's daughter and Barbara Stanwyck's stepdaughter in many important scenes.

TOGETHER AT LAST

Together for the first time in their careers, Humphrey Bogart and Barbara Stanwyck are co-starred in Warners' "The Two Mrs. Carrolls," currently at the Strand Theatre. The drama was produced by Mark Hellinger.

That Bacall Woman Mans Bogart's Boat

Lauren Bacall is training to become one of Humphrey Bogart's sailing "crew" members.

One weekend, while Bogart was having time off from his current Warner Bros.' co-starrer with Barbara Stanwyck, "The Two Mrs. Carrolls," which comes to the Stand next Friday, with Alexis Smith and Nigel Bruce also in the large cast, his beautiful bride donned dungarees and sweater to help him man one of his sailing craft in the informal Sunday races at the Newport Yacht Club.

The balance of his crew was comprised of another newlywed pair, Lieut. Robert Raab USNR and his actress-bride, the former Yvonne Veautrot of the Bliss-Hayden players.

Lieut. Raab is one of Bogart's close friends and crewed with him all last season at Newport when Bogart won the gold Dick Powell Trophy for the best "seasonal performance."

Danger Ahead!

Still No. 648-31

DISAGREEING WITH HUMPHREY BOGART is a dangerous policy, Alexis Smith discovers in "The Two Mrs. Carrolls," Warner Bros.' dramatic suspense thriller coming to the Strand Theatre Friday. Barbara Stanwyck completes the picture's starring trio.

MAT NO. 2D

'The Two Mrs. Carrolls' At The Strand Friday

(Advance Theatre Story)

"The Two Mrs. Carrolls," starring Humphrey Bogart, Barbara Stanwyck and Alexis Smith, is the new Warner Bros.' film scheduled to start an engagement at the Strand Theatre on Friday. The picture, a dramatic love story, tells the strange tale of Geoffrey Carroll (Humphrey Bogart), whose love for two women who feared his love eventually involved him in a series of bizarre and frightening situations.

Based on the Martin Vale stage success of the same name, the picture presents Bogart as an American artist, living in England. While vacationing in Scotland he meets and falls in love with Sally Morton (Barbara Stanwyck). When Sally deduces that he is married, Geoffrey quickly explains that his wife is an invalid, and that he is planning to get a divorce.

His first wife dies; two years have passed and Geoffrey, married to Sally, lives with her and his eight-year-old daughter Beatrice (Ann Carter) in an English country house. They entertain Charles Pennington (Pat O'Moore), an ex-suitor of hers and two of his clients, Mrs. Latham (Isobel Elsom) and her beautiful daughter, Cecily (Alexis Smith). Cecily is attracted to Geoffrey and asks him to do her portrait. He refuses, but shortly thereafter, as he becomes attracted to her, he accepts.

MAT NO. 1E
Humphrey Bogart

Chemist Blackmailer

Geoffrey is being blackmailed by a chemist who sold him poison prior to his first wife's death. When Cecily and Geoffrey fall in love they are forced to keep their meetings secret until Cecily decides that he must go to Rio with her or lose her. Distraught at the thought of not being with Cecily, he agrees.

Under the old-fashioned care of Dr. Tuttle, (Nigel Bruce), Sally has become unaccountably ill. While helping Beatrice pack for the school to which Geoffrey has suddenly decided to send her, Sally discovers from Beatrice that Geoffrey had also sent her off to school shortly before the death of his first wife. Beatrice also reveals other strange things that Geoffrey has done and Sally's terror increases.

Alone with Geoffrey, Sally is desperate with fear, waiting for Pennington to arrive as the film reaches its exciting denouement.

Hellinger Produced

Adapted for the screen by Thomas Job, "The Two Mrs. Carrolls" also features, in additional supporting roles, Nigel Bruce, Isobel Elsom, Pat O'Moore and Ann Carter. The film was directed by Peter Godfrey, produced by Mark Hellinger, photographed by Peverell Marley, A.S.C. and the music was by Franz Waxman.

Clashing Climax

Still No. 648 322

HUMPHREY BOGART AND BARBARA STANWYCK in a tense dramatic moment in "The Two Mrs. Carrolls," Warner Bros.' new suspense drama at the Strand. Alexis Smith shares top starring honors with Bogart and Miss Stanwyck, with Nigel Bruce heading the supporting cast.

MAT NO. 2B

The 2nd 'Mrs. Carroll'

Still No. BS-357

AS THE SECOND MRS. CARROLL, BARBARA STANWYCK has an unusual role in Warners' "The Two Mrs. Carrolls," which arrives at the Strand on Friday. Miss Stanwyck is co-starred with Humphrey Bogart and Alexis Smith in the film based on the Broadway stage hit by Martin Vale.

MAT NO. 2C

Tea Leaves British Actor Spluttering Over Many Mistakes

Tea in the afternoon is a fine old British custom, but when you have to drink seven or eight "shot" glasses of the stuff, cold, and then smack your lips with gusto as though it were something much "harder"—ah, that's something else again!

Blustery, ruddy Nigel Bruce was complaining about it on the set of Warner Bros.' "The Two Mrs. Carrolls," co-starring Humphrey Bogart, Barbara Stanwyck and Alexis Smith, and coming to the Strand Theatre next week.

Famed As Watson

Nigel, famed as Dr. Watson in the Sherlock Holmes series and recent triumphal portrayer of "The Squire" in the Bette Davis starrer, "The Corn Is Green," enacts a typical British country doctor in this current Warner movie.

MAT NO. 1D
Nigel Bruce

He sneaks a drink from a decanter on the sideboard, looking about his shoulder furtively, when Bogart walks in the room and says, "Drink hearty, doc."

On the face of it, it seems a harmless enough bit of action. But the scene follows chronologically a sequence in which is discussed the suspected presence in the neighborhood of a fanatic killer. Therefore, Bruce is seen to splutter and Cameraman Pev Marley swings his big camera across the scene and Peter Godfrey, directing, says softly, "Once more, please." So they do it again—and again.

Don't mention the subject of tea to Nigel Bruce for a while.

Meet On Set After Miles Of Traveling

It's only 350 miles from Dublin, Ireland to London, England. And it's something over 6000 miles from Britain to Hollywood.

But Director Peter Godfrey and actor Patrick O'Moore traveled the 6000 miles to meet.

Godfrey directed at the Gate Theater in London at the same time O'Moore was directing in the Gate Theatre at Dublin.

They met for the first time on "The Two Mrs. Carrolls" set at Warner Bros. where Godfrey was directing, O'Moore acting, in the picture, with stars Humphrey Bogart, Barbara Stanwyck and Alexis Smith, with Nigel Bruce featured. It comes to the Strand next Friday.

Star Quaffs Milk For Weighty Role

Most actresses might put up strenuous objection to camera-action that would require them to quaff eighteen pints of milk in three "shooting" days.

But not Barbara Stanwyck.

At least, not right now, when her physician has ordered her to gain weight during the filming of "The Two Mrs. Carrolls" at Warner Bros., in which she co-stars with Humphrey Bogart and Alexis Smith.

For three days, Miss Stanwyck played scenes and "takes" in the picture in which she had to drink enormous quantities of cowjuice—undrugged!—to satisfy the requirements of Peter Godfrey, directing, and Pev Marley, photographing, "The Two Mrs. Carrolls."

"But I don't mind," Barbara laughed. "My doctor has ordered me to drink a lot of milk, anyway, to gain weight."

The film, which also features Nigel Bruce and Ann Carter, arrives at the Strand Theatre next Friday.

Now At Strand

Still No. 648-522

STARRED in Warners' "The Two Mrs. Carrolls" at the Strand are Humphrey Bogart and Barbara Stanwyck. The suspense thriller also co-stars Alexis Smith and features Nigel Bruce and Pat O'Moore in important supporting roles.

MAT NO. 1H

8-Year-Old Actress Is Lone Spinster In Warner Film

Ash-blonde 8-year-old Ann Carter is the sole unwed principal in the cast of Warner Bros.' "The Two Mrs. Carrolls," in which she plays the part of Humphrey Bogart's daughter.

Bogie, as everyone knows, is married to Lauren Bacall.

His co-star, Barbara Stanwyck, is the bride of ex-Lieut. (sg) Robert Taylor USNR, now back home in Hollywood again.

Alexis Smith, also prominent in "The Two Mrs. Carrolls," is married to another Warner Bros. stalwart and recently discharged veteran, handsome Craig Stevens.

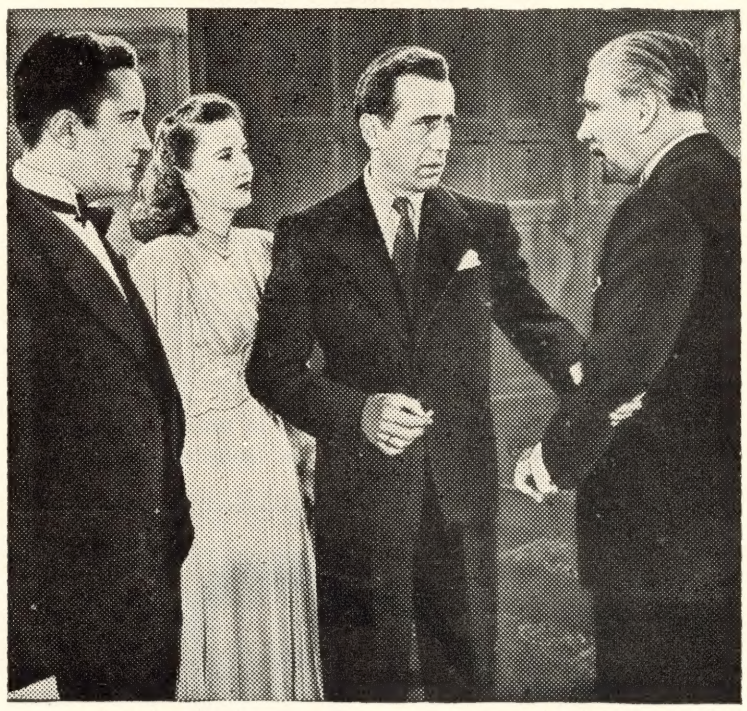
Married To Star

Pat O'Moore, Irish actor-yachtsman who plays Miss Stanwyck's ex-suitor, is the husband of the famed "Good News" musical-comedy star, Zelma O'Neal.

Pev Marley, ace cameraman on "The Two Mrs. Carrolls," which arrives at the Strand Theatre on Friday, is wed to beauteous Linda Darnell.

Even the film's producer, Mark Hellinger, has a famed bride in the person of the Ziegfield beauty, the former Gladys Glad.

Which practically leaves little Ann, age 8, a spinster!



Still No. 648-63

HUMPHREY BOGART AND BARBARA STANWYCK ominously confront Nigel Bruce and Pat O'Moore in the dramatic scene above from Warners' "The Two Mrs. Carrolls," new romantic drama opening Friday at the Strand. Also starred with Bogart and Miss Stanwyck is Alexis Smith. The film is adapted from the Broadway stage hit by Martin Vale.

MAT NO. 2A

Tough Guy Roles Net Unusual Mail

Humphrey Bogart, the actor, has no intention of writing or publishing a book entitled:

"How to murder your friends and influence the coppers."

However the actor has had considerable experience with both subjects in his picture, "Conflict" and the current "The Two Mrs. Carrolls," the Strand's new screen attraction in which he is co-starred with Barbara Stanwyck and Alexis Smith.

Numbered among the self-professed admirers of the screen's most successful toughy are a few who obviously have tough ideas of their own. They sometimes ask Bogart, indirectly of course, to aid them in their skullduggery, feeling, it seems, that he is a kindred soul.

Film Youngster Tries 'The Look' On Bogart

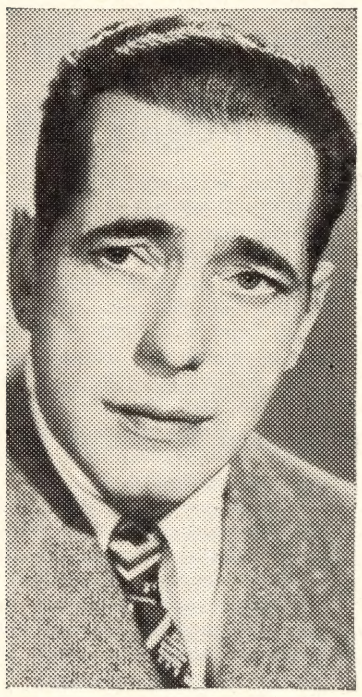
With all the womanly wiles of her eight years, little Ann Carter tilted her ash-blonde head and batted her blue eyes at Humphrey Bogart, whose daughter she was portraying in his Barbara Stanwyck co-starrer at Warner Bros., "The Two Mrs. Carrolls," the Strand Theatre's new film.

One day, Alexis Smith, the third principal in the film, evinced some curiosity in the moppet's action.

"What," asked Alexis, "are you doing, Ann?"

"Oh," was the airy response of 8-year-old Miss Carter, who evidently had heard of Lauren Bacall, "I'm giving him 'the Look'!"

In New Warner Film



Still No. HB-367

HUMPHREY BOGART heads the cast of Warner Bros.' suspense thriller, "The Two Mrs. Carrolls," now at the Strand. Barbara Stanwyck and Alexis Smith are co-starred.

MAT NO. 1J

Still No. Lex-1018

ALEXIS SMITH is co-starred with Humphrey Bogart and Barbara Stanwyck in Warners' exciting new drama "The Two Mrs. Carrolls," currrently holding forth at the Strand.

MAT NO. 1F

Smock And Beret Make Tough Guy Hit Ceiling

Just picture "Tough Guy" Humphrey Bogart garbed in an artist's smock, and a beret—with a tassel on it, what's more!

Hard to picture, eh?

Well, it was just as difficult for Bogie, and that's why the grim-visaged Warner Bros. star rebelled during a wardrobe call for his newest film, "The Two Mrs. Carrolls," in which he co-stars with Barbara Stanwyck and Alexis Smith with Nigel Bruce heading a large supporting cast.

Then the Bohemian garb was revealed as a "gag" on Bogart by Mark Hellinger, who produced the picture, and Peter Godfrey, the director.

Bogart plays the part of an American artist in England, in the murder thriller. In discussing the role, Hellinger assured him that the supple Bogart mitts, usually depicted on the screen wielding a .45 or a "Tommy" gun, would not be depicted in "The Two Mrs. Carrolls" doing anything so dainty as wield-a brush and pallette.

A Hellinger Rib

"We'll just 'suggest' it on the screen," said Hellinger.

But he had a "rib" up his sleeve when Bogart, Barbara and Alexis came in for costume fittings.

The usual Bogart wardrobe of street and sport clothes, seldom varying in any picture, was fitted and approved within a few moments. No fuss, no argument.

Then the wardrobe man, Dan Segal, produced a flowing smock and a lovely tasselled beret.

"Now just try that on, Bogie," instructed Hellinger matter-of-factly.

"What!" exclaimed Bogart. "Not me!" The star literally hit the ceiling and was prepared to stalk off the lot, until the giggles of the Misses Stanwyck and Smith at his discomfiture tipped him off to the joke.

So he'll wear Bogart-kind-of-clothes in "The Two Mrs. Carrolls," which can be seen at the Strand Theatre beginning next Friday.

In Strand Film

Still No. 648-519

BARBARA STANWYCK appears as the second Mrs. Carroll in Warner Bros. new suspense drama, "The Two Mrs. Carrolls," now at the Strand. She is co-starred with Humphrey Bogart and Alexis Smith in the film.

MAT NO. 1G

But don't mention smocks and berets to Bogie. Especially tasselled ones.

Exploitation Ideas

3-Day Teaser Ad Campaign

Run 'em 1-a-day for 3 days in advance of opening, or all 3, run-of-paper, on opening day with slug beneath each directing reader to regular display ad.

ORDER: TEASER MAT No. 648-301-X, FROM WARNER BROS.' CAMPAIGN PLAN EDITOR, 321 W. 44TH STREET., NEW YORK 18, N. Y.

This is the man whose love is shared by

"The TWO Mrs. Carrolls"

This is the man whose love brings terror to

"The TWO Mrs. Carrolls"

This is the man whose love brings violence to

"The TWO Mrs. Carrolls"

Tips And Stunts Based On Title

Newspaper and Lobby Contest

Sponsor advance newspaper or lobby contest requiring contestants to submit a list of five past films whose titles contain the numbers 1, 2, 3, 4 and 5. There are many such titles. Here's one set of answers to work with:

One More Tomorrow — Between Two Worlds
Three Strangers — Four Daughters
The Beast With Five Fingers

Offer guest seats to limited number of winners and specify that, in case of tie, winners will be decided on the basis of the best letter of 25-words-or-less stating why contestant wants to see Humphrey Bogart, Barbara Stanwyck and Alexis Smith in Warners' "The Two Mrs. Carrolls".

Direct Mail

Imprint the following copy in feminine script on the message side of an ordinary penny postcard and mail to every woman on your direct mail list:

> Girls! We're all meeting Friday at the Strand. Be sure to show up! We intend to reveal everything that happened! (signed) "THE TWO MRS. CARROLLS"

Classified Ads

Spot these "Classified Ads" in Classified or Personal columns:

> ANYONE with information concerning first of "THE TWO MRS. CARROLLS", contact me at once! Matter of life and death! Barbara Stanwyck, Strand Theatre.

> "THE TWO MRS. CARROLLS": Man answering your husband's description was seen leaving chemist's with purchase of deadly poison. For further information, contact Manager, Strand Theatre.

2-Way Contest Works Via Beauty Shops And Newspapers

Set up contest via beauty parlors and newspapers offering guest seats and promoted merchandise for best short analysis of points of charm displayed by Barbara Stanwyck and Alexis Smith, who represent two types of feminine beauty—vivacious (Barbara Stanwyck) and austere (Alexis Smith). Peg your contest to this angle: All women fall into two general classifications from a beauty-point-of-view. By analyzing the attractions of two beautiful stars of "The Two Mrs. Carrolls," contestant should be able to evaluate her own charms at the same time. Star stills shown here are available as a set of two 8"x10"'s.

ORDER: BEAUTY DISPLAY STILLS NO. 648, SET OF 2, DIRECT FROM WARNER BROS.' CAMPAIGN PLAN EDITOR, 321 W. 44TH STREET, NEW YORK 18, N. Y.

FREE!!!

2 RADIO TRANSCRIPTIONS

(BOTH ON ONE RECORD)

One 45-second Spot Announcement and one novel 10-second Station Break, each allowing time for live announcement of theatre and date.

IMPORTANT: Your request must be accompanied by the following information: name of theatre; station on which recordings will be aired; station from which you ordinarily purchase time; how many times Announcement and Break will be used. If recordings are requested on behalf of a circuit, indicate the theatres to be covered by these recordings.

HOW TO GET YOURS:

write to your local **WARNER EXCHANGE.**

and also FREE!!!

A 5-Minute transcription of a Hollywood Interview with Humphrey Bogart aboard his yacht, the Santana, telling about 'The Two Mrs. Carrolls.'

WRITE TO:
Warner Bros.' Campaign Plan Editor
321 West 44th Street
New York 18, N. Y.

IMPORTANT! Your request must be accompanied by name of radio station and program on which this transcription will be used.

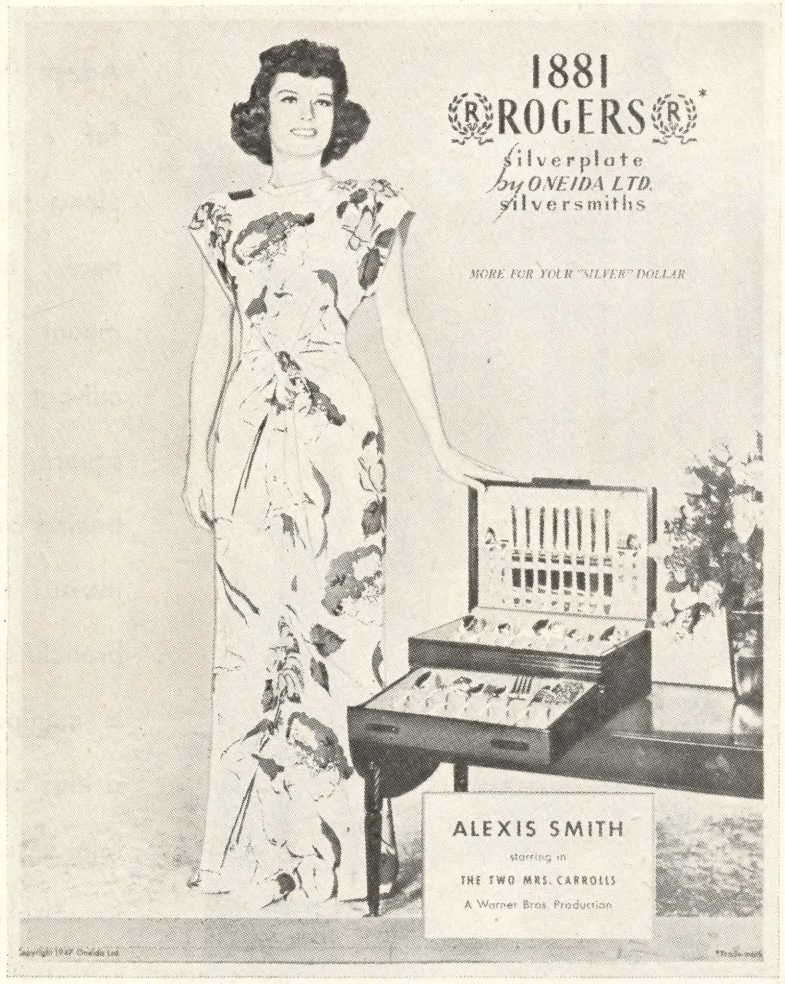
2 Photoflashes

Two separate Hollywood Photoflashes posters, reproduced here in reduced size, (actual size 12"x18"), in 2-colors and featuring Alexis Smith and Humphrey Bogart with credits for the film, are available as part of a nationwide window display service sold on a weekly, exclusive product-territory basis.

FOR NAMES OF LOCAL SUBSCRIBERS, WRITE TO: LEE HOWARD ADVERTISING CO., INC., 150 BROADWAY, NEW YORK 7, N. Y.

'1881' Rogers Silverware Promotion

↑ *The Full-Page Ad* ↑



↑ *The Display Card* ↑

Oneida, makers of "1881" Rogers Silver, tie-in with "The Two Mrs. Carrolls" in a two-way national promotion that includes the full-page, four-color bleed ad reproduced above, left; and the full-color 14"x17¾" display standee for window or counter, shown above, right, both of which star Alexis Smith and credit the film. Ad schedule, with 2nd cover position in every case, is: Modern Screen, June; Screen Romances, June; Today's Woman, June; Modern Romances, July; and Charm, August.

FOR INFORMATION CONCERNING EXTRA AD PROOFS AND DISPLAY CARDS, WRITE TO: MR. JAMES BROWN, MOSER & COTINS, 10 HOPPER ST., UTICA 3, N. Y.

Stage And Screen Stills For 3-Way Use

Elizabeth Bergner and Victor Jory as they appeared in the Broadway stage production of "The Two Mrs. Carrolls," a drama by Martin Vale

Barbara Stanwyck and Humphrey Bogart enact the same scene from Warner Bros.' motion picture version of "The Two Mrs. Carrolls"

"The Two Mrs. Carrolls" enjoyed a two-year run on Broadway with Elizabeth Bergner and Victor Jory in the roles portrayed on the screen by Barbara Stanwyck and Humphrey Bogart. A big moment in both film and play is the scene illustrated here as it was on the stage (left) and as it is in the picture (right). Use stills (available as a set of two) for newspaper layout, dramatic school, library and lobby display. Copy tag line reads:

Warner's newest film hit—from the stage play that ran for two solid years on Broadway!

The stills also suggest a "Hit-Plays-Into-Hit-Film" contest, combined with past Warner film hits from stage plays like "Dark Victory," "Janie," "Arsenic And Old Lace," "The Male Animal" and "Watch On The Rhine."

ORDER: STAGE-SCREEN DISPLAY STILLS NO. 648, SET OF 2, FROM WARNER BROS.' CAMPAIGN PLAN EDITOR, 321 W. 44TH STREET, NEW YORK 18, N. Y.

Raleigh Cigarettes Dual Ad Campaign

FOR PROOFS OF THIS AD, CONTACT: MR. WM. KEARNS, TED BATES AGENCY, 630-5TH AVE., NEW YORK 20, N. Y.

Here's the 600-line Raleigh ad featuring Humphrey Bogart and crediting the film. This, plus a 200-word ad (not shown here), is scheduled for 160 newspapers across the country during the period from April through June.

Try This Lobby Shadow-Box

Adapt this special 8"x10" for a novel shadow-box along the lines suggested here. Blow-up still and mount on heavy board, cut-out as illustrated. Add square, black-lined panel behind cut-out and, inside, mount stills from your branch set. Draw curtain is manipulated by draw-strings at top left of curtain. Easel ledge holds card for display copy. Still illustrated is available.

ORDER: STILL NO. 648-512 FROM WARNER BROS.' CAMPAIGN PLAN EDITOR, 321 W. 44TH STREET, NEW YORK 18, N. Y.

Teaser Exhibit

Set up a teaser lobby display of the four "clues" that build to the film's climax: 1) a crumpled envelope; 2) an ordinary glass of milk; 3) a colored blow-up of Barbara Stanwyck's portrait (Still No. 648-54 in your Branch set); and 4) a heavy drapery-type sash cord. Rope off the display and spot this copy:

These are the threads of suspicion
that turn a woman's love to TERROR!
"THE TWO MRS. CARROLLS" will tell you why!

Two More Lobby Displays

1. Make up a 40"x60" printed like a formal wedding invitation. Copy reads:

The Strand Theatre
requests your presence
at the forthcoming
marriage of
Humphrey Bogart to
"THE TWO MRS. CARROLLS"
on (Day)
the (Date) of (Month)

2. Dig into your files for stills from Humphrey Bogart's past hits. Combine them with a star head of Bogart and scenes from "The Two Mrs. Carrolls" branch set, under tag line as follows:

TWICE as TOUGH! TWICE as THRILLING!
when Humphrey Bogart clashes with "THE TWO MRS. CARROLLS"

Good for all-round wear is this white, shaggy wool coat worn by Alexis Smith, currently starring in Warner Bros.' "The Two Mrs. Carrolls". The coat, belted at the waist, can be worn with slacks or dresses and played up with a print scarf at the neckline.

2 Newspaper Fashion Mats

Plant one or both of the fashion mats illustrated here (actual size as shown) in local women's pages or special weekend fashion supplements; or blow-up, mount on heavy board and use for counter or window display in ladies' ready-to-wear shops, department stores, etc.

ORDER: MAT NO. 648-101-X FROM WARNER BROS.' CAMPAIGN PLAN EDITOR, 321 W. 44TH STREET, NEW YORK 18, N. Y.

ORDER: MAT NO. 648-201-X FROM WARNER BROS.' CAMPAIGN PLAN EDITOR, 321 W. 44TH STREET, NEW YORK 18, N. Y.

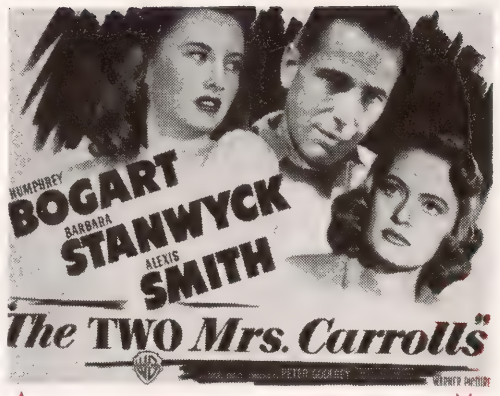
Black And White, Perennial Favorite

Barbara Stanwyck, lovely screen star now appearing in Warners' "The Two Mrs. Carrolls", favors this neat black-and-white check suit for casual wear. The skirt is slim, the jacket has classic lines, with flattering notched collar and attractive black buttons. White, pure silk ascot and white cotton "shorties" complete the outfit.

Accessories

SLIDE

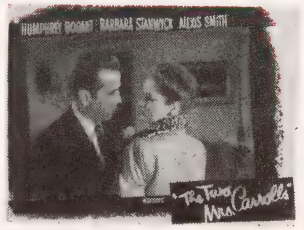
INSERT CARD



COLORED

22 x 28's

9 x 12 COLORED HERALD



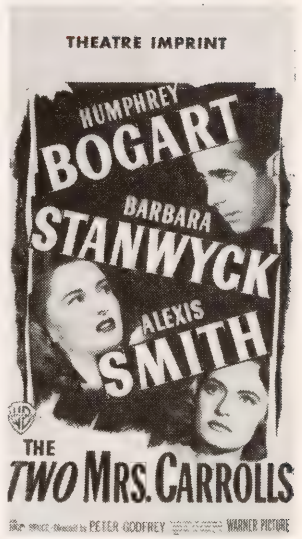
COLORED

11 x 14's—SET OF 8

REGULAR

2 WINDOW CARDS

MIDGET



ORDER ALL WARNER ACCESSORIES DIRECT FROM YOUR LOCAL NATIONAL SCREEN SERVICE EXCHANGE

POSTERS

24 SHEET

3 SHEET

1 SHEET

Order all Warner Accessories from your local National Screen Service Exchange.

6 SHEET

PRINTED IN U. S. A.

ADVERTISING

WATCH
DAY

TODAY! *a furied love! a frenzied crime!*

HUMPHREY BOGART
BARBARA STANWYCK
ALEXIS SMITH

WARNER BROS.

"The TWO Mrs. Carrolls"

WARNERS *made it out-gasp the play!!*

WITH NIGEL BRUCE

DIRECTED BY PETER GODFREY

Screen Play by Thomas Job • From the Stage Play by MARTIN VALE • Music by Franz Waxman

MAT 402—4 columns x 10¾ inches (596 lines)

(For this ad in 3 column size, see page 13A)

MAT 403—4 columns x 12 inches (672 lines)

(For this ad in 3 column size, see page 9A)

THIS IS THE LOOK OF A MAN LOVING AND HATING AT THE SAME TIME!

HUMPHREY

BOGART

and

BARBARA

STANWYCK

THIS IS THE LOOK OF A WOMAN IN LOVE AND AFRAID!

and

ALEXIS

SMITH

A man-loving woman in a kiss-mad crime!

"The TWO Mrs. Carrolls"

WARNER BROS.

WARNERS *made it out-gasp the play!!*

WITH

NIGEL BRUCE · PETER GODFREY

DIRECTED BY

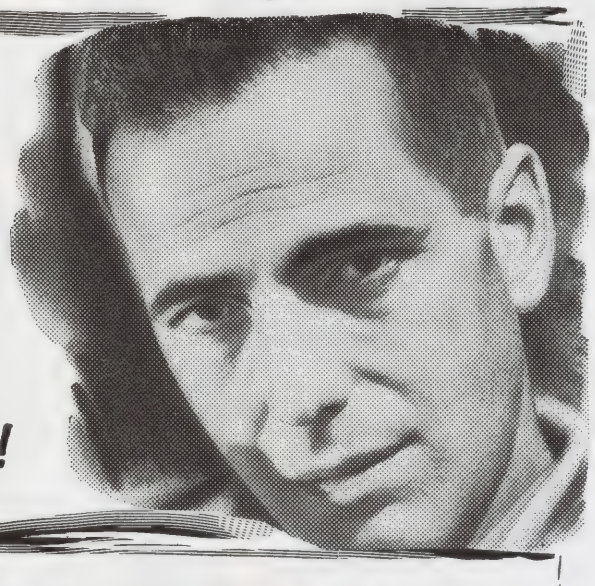
Screen Play by Thomas Job · From the Stage Play by MARTIN VALE · Music by Franz Waxman

MAT 404—4 columns x 11⅝ inches (652 lines)

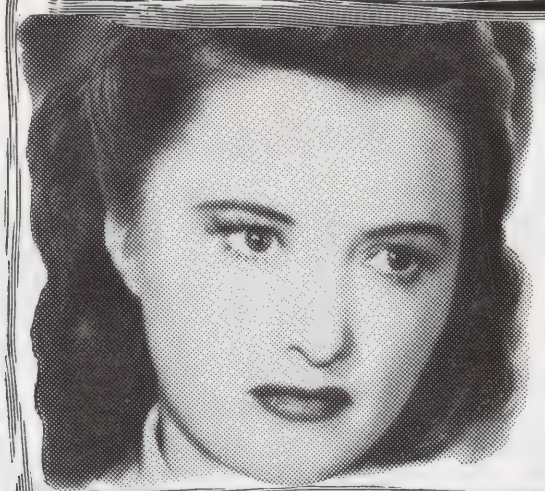
(For this ad in 3 column size, see page 4A)

WHAT SUSPENSE! WHAT SUSPENSE! WHAT SUSPENSE!
and what a star-team tells it's thrill-jammed story!

HUMPHREY
BOGART



He kills by day...
He loves by night!



BARBARA
STANWYCK

Suspicious, suspected...
and too much in love!

ALEXIS
SMITH

Man-loving woman
in a kiss-mad crime!

WARNERS made it from the 2-year stage hit that hit Broadway between the eyes!

"The TWO Mrs. Carrolls"

WITH NIGEL BRUCE

DIRECTED BY PETER GODFREY

Screen Play by Thomas Job · From the Stage Play by MARTIN VALE · Music by Franz Waxman

MAT 306—3 columns x 11¼ inches (471 lines)

MAT 302—3 columns x 7½ inches (315 lines)

(For this ad in 4 column size, see page 6A)

MAT 206—2 columns x 4⅜ inches (122 lines)

MAT 207—2 columns x 4¾ inches (132 lines)

(For this ad in 3 column size, see page 8A)

MAT 401—4 columns x 10¾ inches (604 lines)

(For this ad in 3 column size, see page 5A)

FROM THE STAGE HIT THAT HIT BROADWAY BETWEEN THE EYES!

HUMPHREY BOGART · BARBARA STANWYCK · ALEXIS SMITH

in WARNERS'

"The TWO MRS. CARROLLS"

WITH NIGEL BRUCE · DIRECTED BY PETER GODFREY

Screen Play by Thomas Job · From the Stage Play by MARTIN VALE · Music by Franz Waxman

MAT 202—2 columns x 2¼ inches (62 lines)

MAT 305—3 columns x 9¾ inches (411 lines)

(For this ad in 4 column size, see page 3A)

MAT 301—3 columns x 7 inches (294 lines)

(For this ad in 2 column size, see page 5A)

MAT 205—2 columns x 3⅞ inches (108 lines)

This ad can be adapted for any day of the week.

WATCH DAY

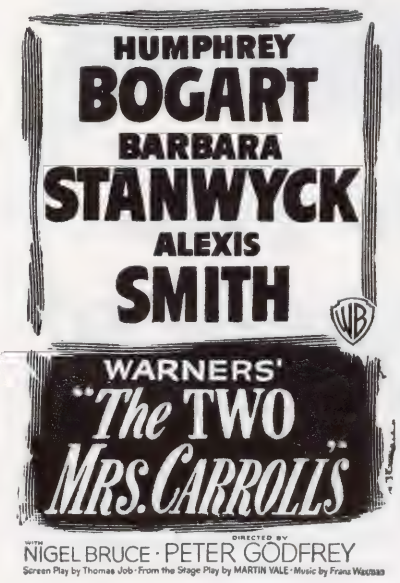
MAT 204—2 columns x 3⅞ inches (108 lines)

MAT 304—3 columns x 9 inches (378 lines)

(For this ad in 4 column size, see page 2A)

2 ADS ON ONE MAT

MAT 101



MAT 213—2 columns x 14½ inches (406 lines)

MAT 211—2 columns x 10¼ inches (288 lines)

WATCH DAY

TODAY! *a furied love! A frenzied crime!*

HUMPHREY BOGART
BARBARA STANWYCK
ALEXIS SMITH

WARNER BROS.

"*The* TWO *Mrs. Carrolls*"

WARNERS' *made it out-gasp the play!!*

WITH NIGEL BRUCE

DIRECTED BY PETER GODFREY

Screen Play by Thomas Job · From the Stage Play by MARTIN VALE · Music by Franz Waxman

MAT 303—3 columns x 8 inches (336 lines)

(For this ad in 4 column size, see page 1A)

HUMPHREY BOGART · BARBARA STANWYCK · ALEXIS SMITH

in WARNERS'

"*The* TWO *MRS. CARROLLS*"

WITH NIGEL BRUCE · DIRECTED BY PETER GODFREY

Screen Play by Thomas Job · From the Stage Play by MARTIN VALE · Music by Franz Waxman

MAT 201—2 columns x 1⅜ inches (38 lines)

LATEST VITAPHONE HITS

"GOOFY GROCERIES" . . . gags by the package load. A clever novelty cartoon as a grocery store shelf comes to life. A gag in every package and a laugh in every gag.
3307 . . . *Technicolor Cartoon—7 mins.*

"TWEETIE PIE" . . . an old cat is determined to get rid of a new pet in the house. But the new pet, a homeless little bird, has a few laugh tricks of his own up his sleeve.
2717 . . . *Technicolor Cartoon—7 mins.*

"HARNESS RACING" . . . the magnificent spectacle of the greatest champions of a great sport. The camera follows the "standardbred" horse from his long hours of training to the keen and spirited competition of the big race.
3507 . . . *Sports Parade in Technicolor—10 mins.*

"SO YOU'RE GOING TO BE A FATHER" . . . Joe McDoakes, the meanest man in town, hates kids until his wife tells him he is going to be a father. From then on, he is overcome with a hilarious siege of nervous expectancy.
3404 . . . *Joe McDoakes Comedy—10 mins.*

"A BOY AND HIS DOG" . . . **WINNER OF THE 1946 ACADEMY AWARD!** a rare screen treatment of a timeless theme with the force and impact which is guaranteed to gratify every audience.
3003 . . . *Technicolor Special—20 mins.*

ART PHOTOS

Order Stills By Number From Warner Bros. Campaign Plan Editor, 321 West 44th St., New York 18, N. Y.

648—ART "E"

648—ART "F"

648—ART "G"

All retouched art used in this campaign is available in the special 8 x 10 stills shown on this page.

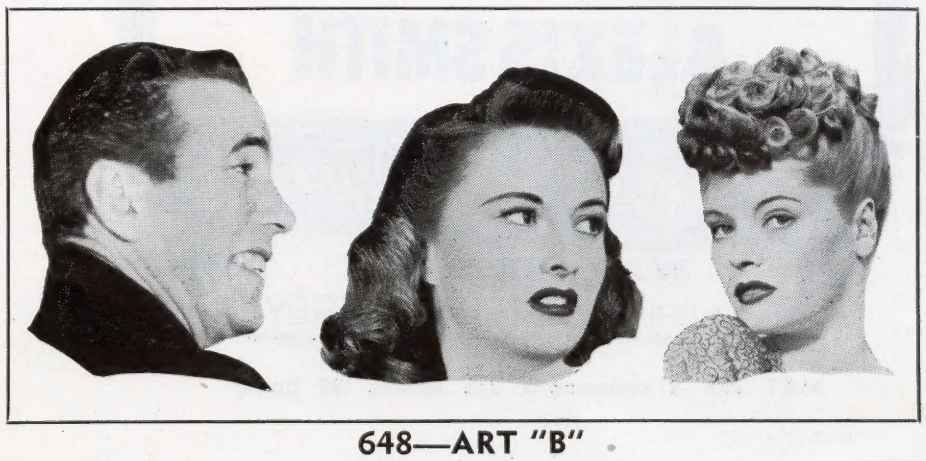
648—ART "C"

648—ART "H"

648—ART "I"

648—ART "D"

648—ART "A"



648—ART "B"

MAT 102—

1 column x 5¼ inches

(74 lines)

MAT 212—2 columns x 11½ inches (161 lines)

MAT 103—

1 column x 7¾ inches

(109 lines)

Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org